

Glossy is *not* always good.

In the world of content marketing, video is the crown jewel. According to a recent global report, more than 50% of consumers want to see videos from brands, and prefer video over any other type of content.

Video isn't just evolving how businesses reach their markets and how consumers connect with brands; it's also changing the way salespeople interact with – and convert – prospects, and how internal teams are empowered to support and nurture relationships with current customers.

It is no longer enough to slot a few long-form, emotive – and expensive – customer videos into an overall marketing plan. Video as a strategy requires a diversity of assets supporting multiple objectives and channels.

It's not surprising, then, that marketing departments at businesses big and small are joining the rush to secure the budgets and resources necessary to support corporate video strategies that offer measurable and reportable results. In their dash to support multiple channels, many are missing a crucial point: Authenticity matters.



Why Video Matters

- Video on landing pages is capable of increasing conversion rates by over 80%
- The mere mention of the word "video" in your email subject line increases open rates by 19%
- 90% of customers also say videos help them make buying decisions
- Recent research found that online video is a 600% more effective marketing tool than print and direct mail combined
- Viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text



For most videos, the more simple and raw it is, the more authentic the content seems and that's what really matters to your audience.

– Hubspot



Bridging the gap: YouTube grammar and corporate brand guidelines

Four of the top six channels on which consumers watch video are social channels, and each of those channels have their own unique grammar that impacts the style and message of hosted content. While customer testimonial, case study and review videos on YouTube, Facebook, Instagram, Twitter, and LinkedIn may differ slightly in terms of grammar, what they do have in common across platforms and audiences is to be seen as trustworthy and relatable.

In an era where 81% of consumers agree that "trust" is a deal breaker or deciding factor in their buying decision, managing the trustworthiness of video content is more important than ever.

Less is More: The Shoutout Effect

Shoutout perfectly captures the authenticity and immediacy of an unedited "live video" clip and automatically places it into a corporate branded wrapper.

Best captured on a smartphone, Shoutout videos are both unobtrusive and familiar in a way that immediately breaks down barriers and puts participants at ease. For them, the experience of taking part in a Shoutout video is no different than taking a quick selfie or snap. Concise and engaging. Raw and unedited. No daunting equipment. No scripts. No pressure. Just real people sharing real sentiment in less polished, quick-hit YouTube-style testimonial videos.

Shoutout lets you keep it real because the story being shared is your customers, in their own words and is captured in a way that is completely native.

Shoutout's automated shareable video production platform puts your most authentic and relatable sales and marketing voice, your customers, front and centre on your social channels and theirs.



"Shoutout added considerable value for us and our sponsors and at a low cost. What I really liked about Shoutout was the immediacy and spontaneity of the branded postings. Our delegates and speakers' short interviews had a visceral buzz and their commentary felt both authentic and credible, which is after all what we really wanted. I'd definitely want to work with Shoutout for our next event."

- James Bennett, Publisher, Televisual

Shoutout. Less corporate gloss. More authentic storytelling.



Learn more about the Shoutout suite of video products: shoutout.social